



Station Order Revised Heinrich for Senate 2012

209 377

Market: Albuquerque

Flight Dates: Monday, October 01, 2012 to Sunday, October 07, 2012

Estimate ID

12136

Contact: Jim Giudicessi

Email: Jim.Giudicessi@krqe.com

Phone: 505-246-2222

Fax: 505-944-0259

Direct: 505-998-9530

KASA-TV

Program Name	DP	Days	Length	Gross Rate	Mon Oct 01	Tue Oct 02	Wed Oct 03	Thu Oct 04	Fri Oct 05	Sat Oct 06	Sun Oct 07	Total
Judge Mathis 1:00 PM 2:00 PM	DT	M-F	30	\$30.00 \$60.00	5	1		1				2
Ricki Lake 3:00 PM 4:00 PM	EF	M-F	30	\$50.00 \$250.00	5	1	1	1	1			5
Funny Videos 4:00 PM 5:00 PM	EF	M-F	30	\$100.00 \$500.00	3	1	1	1	1			5
Sold out at LUR per KASA. Move to L4 to clear.												
Extra 5:00 PM 5:30 PM	EF	M-F	30	\$100.00 \$500.00	5	1	1	1	1			5
TMZ 5:30 PM 6:00 PM	EF	M-F	30	\$150.00 \$750.00	5	1	1	1	1			5
Bones 7:00 PM 8:00 PM	PT	M	30	\$1,300.00 \$1,300.00	3	1						1
Sold out at LUR per KASA. Move to L3 to clear.												
X-Factor 7:00 PM 9:00 PM	PT	W	30	\$1,300.00 \$1,300.00	5		1					1
Glee 8:00 PM 9:00 PM	PT	Th	30	\$700.00 \$700.00	5			1				1
X-Factor Kitchen Nightmare	PT	F	30	\$250.00 \$250.00	5				1			1
KASA 9p News 9:00 PM 9:30 PM	LN	M-F	30	\$400.00 \$2,000.00	5	1	1	1	1			5
KASA 9:30p News 9:30 PM 10:00 PM	LN	M-F	30	\$300.00 \$1,500.00	5	1	1	1	1			5
Saturday 9p News 9:00 PM 9:30 PM	LN	Sa	30	\$275.00 \$275.00	5					1		1

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com

Date/Time Sent: 9/26/2012 1:13:41 PM

KASA-TV

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Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
Sunday 9p News	LN	Su		\$400.00							1	1
9:00 PM 9:30 PM		30		\$400.00								
Station Gross Totals				\$9,785.00	7	7	7	8	7	1	1	38

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/26/2012 1:13:41 PM

KASA-TV

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Spot Manager: All, 10/01/12-10/07/12



Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 1

Time Period: 1p-2p

209377	12136	10/02/12	:30	P5	1:53:50 PM 10/1- 10/7	MHTV1206H	\$30.00
209377	12136	10/04/12	:30	P5	1:09:39 PM 10/1- 10/7	MHTV1207H	\$30.00

\$60.00

\$60.00

Line: 2

Time Period: 3p-4p

209377	12136	10/04/12	:30	P5	3:09:54 PM 10/1- 10/7	MHTV1206H	\$50.00
209377	12136	10/03/12	:30	P5	3:28:12 PM 10/1- 10/7	MHTV1207H	\$50.00
209377	12136	10/01/12	:30	P5	3:51:43 PM 10/1- 10/7	MHTV1206H	\$50.00
209377	12136	10/02/12	:30	P5	3:46:14 PM 10/1- 10/7	MHTV1206H	\$50.00
209377	12136	10/05/12	:30	P5	3:49:30 PM 10/1- 10/7		\$50.00

\$250.00

\$250.00

Line: 3

Time Period: 4p-5p

209377	12136	10/03/12	:30	P3	4:13:11 PM 10/1- 10/7	MHTV1206H	\$100.00
209377	12136	10/05/12	:30	P3	4:29:22 PM 10/1- 10/7		\$100.00
209377	12136	10/01/12	:30	P3	4:55:53 PM 10/1- 10/7	MHTV1205H	\$100.00
209377	12136	10/02/12	:30	P3	4:34:34 PM 10/1- 10/7	MHTV1205H	\$100.00
209377	12136	10/04/12	:30	P3	4:15:26 PM 10/1- 10/7	MHTV1207H	\$100.00

\$500.00

\$500.00

Line: 4

Time Period: 5p-530p

209377	12136	10/05/12	:30	P5	5:06:18 PM 10/1- 10/7		\$100.00
209377	12136	10/02/12	:30	P5	5:12:39 PM 10/1- 10/7	MHTV1207H	\$100.00
209377	12136	10/04/12	:30	P5	5:23:09 PM 10/1- 10/7	MHTV1206H	\$100.00
209377	12136	10/03/12	:30	P5	5:06:33 PM 10/1- 10/7	MHTV1206H	\$100.00
209377	12136	10/01/12	:30	P5	5:19:26 PM 10/1- 10/7	MHTV1207H	\$100.00

\$500.00

\$500.00

Line: 5

Time Period: 530p-6p

209377	12136	10/05/12	:30	P5	5:50:18 PM 10/1- 10/7		\$150.00
209377	12136	10/04/12	:30	P5	5:43:26 PM 10/1- 10/7	MHTV1207H	\$150.00
209377	12136	10/01/12	:30	P5	5:41:44 PM 10/1- 10/7	MHTV1206H	\$150.00
209377	12136	10/02/12	:30	P5	5:49:25 PM 10/1- 10/7	MHTV1206H	\$150.00
209377	12136	10/03/12	:30	P5	5:43:41 PM 10/1- 10/7	MHTV1205H	\$150.00

\$750.00

\$750.00

Line: 6

Time Period: 7p-8p

209377	12136	10/01/12	:30	P3	7:44:02 PM 10/1- 10/7	MHTV1206H	\$1,300.00
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\$1,300.00

\$1,300.00

Line: 7

Time Period: 7p-9p

209377	12136	10/03/12	:30	P5	8:44:20 PM 10/1- 10/7	MHTV1207H	\$1,300.00
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\$1,300.00

\$1,300.00

Line: 8

Time Period: 8p-9p

209377	12136	10/04/12	:30	P5	8:30:55 PM 10/1- 10/7	MHTV1206H	\$700.00
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[Sorted by: Line]

Spot Manager: All, 10/01/12-10/07/12



Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 8

Time Period: 8p-9p

									\$700.00
									\$700.00

Line: 9

Time Period: 7p-8p

209377	12136	10/05/12	:30	P5	7:14:50 PM 10/1- 10/7				\$250.00
									\$250.00
									\$250.00

Line: 10

Time Period: 9p-930p

209377	12136	10/01/12	:30	P5	9:23:48 PM 10/1- 10/7	MHTV1205H			\$400.00
209377	12136	10/05/12	:30	P5	9:28:45 PM 10/1- 10/7				\$400.00
209377	12136	10/04/12	:30	P5	9:27:00 PM 10/1- 10/7	MHTV1207H			\$400.00
209377	12136	10/02/12	:30	P5	9:20:32 PM 10/1- 10/7	MHTV1206H			\$400.00
209377	12136	10/07/12	:30	P5	10/1- 10/7				\$400.00
									\$2,000.00
									\$2,000.00

Line: 11

Time Period: 930p-10p

209377	12136	10/03/12	:30	P5	9:38:41 PM 10/1- 10/7	MHTV1206H			\$300.00
209377	12136	10/02/12	:30	P5	9:45:36 PM 10/1- 10/7	MHTV1205H			\$300.00
209377	12136	10/01/12	:30	P5	9:46:24 PM 10/1- 10/7	MHTV1207H			\$300.00
209377	12136	10/04/12	:30	P5	9:47:57 PM 10/1- 10/7	MHTV1206H			\$300.00
209377	12136	10/05/12	:30	P5	9:48:12 PM 10/1- 10/7				\$300.00
									\$1,500.00
									\$1,500.00

Line: 12

Time Period: 9p-930p

209377	12136	10/06/12	:30	P5	9:09:00 PM 10/1- 10/7				\$275.00
									\$275.00
									\$275.00

Line: 13

Time Period: 9p-930p

209377	12136	10/07/12	:30	P5	9:28:00 PM 10/1- 10/7				\$400.00
									\$400.00
									\$9,785.00
									\$9,785.00
									\$9,785.00
									\$9,785.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KASA-TV Albuquerque	Date: 9/26/2012
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I, Media Strategies and Research,
 being/on behalf of: Martin Heinrich, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the General
 election to be held on: Tuesday, November 06, 2012
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 01, 2012			Sunday, October 07, 2012		

Total Charges: \$9,785.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, September 26, 201

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title